

Nelsonville TV Cable, Inc.
1 West Columbus Street
Nelsonville, OH 45764

April 18, 2005

Ms. Marlene H. Dortch
Office of the Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

via electronic filing

Re: American Cable Association Petition for Rulemaking, RM-11203

Dear Ms. Dortch

On behalf of the Nelsonville TV Cable, Inc., I write to express very strong support for the American Cable Association's petition for rulemaking on retransmission consent. I operate a small independent cable company that serves several small Appalachian Communities in Southeastern Ohio. I can verify that the petition describes our upcoming problems with broadcasters. In negotiations with an NBC affiliate, their first words were, "You aren't carrying Bravo or USA Network on your cable system." In general it is clear that if these people are not brought into control, we will be forced to increase our monthly charges to our subscribers.

Company Background

My name is Eugene Edwards, I am the President and General Manager of our family owned company. I was drafted into the Korean War in 1950 for 21 months. On December 16th, 1952, I hooked up my first cable subscriber.

At one time, I had 3 headends that I now have combined with fiber optic cable. Our system is approximately 20 miles across. Yet, we serve only 6,000 subscribers. Our system area may be large enough to serve 60,000 subscribers. However, we are serving some rural areas that may only have 3 or 4 homes per mile. We are only charging \$30.00 for 67 channels. Do the math, our margin is small!

Why We Support ACA's Petition

By making the limited changes requested by ACA, the Commission will bring some market discipline to retransmission consent "pricing." This will help to keep our costs down and benefit our consumers.

Our Concern For Localism

As a final point, I want the Commission to know that we support local broadcasting and prefer to carry our local broadcasters. We currently provide 3 to 4 hours a day of local programming on our cable system. We understand the importance of local programming, but we also understand how much our customers can afford to pay for it. The problem is the higher prices being demanded by more and more owners of these stations. Most often the owners are based in corporate headquarters hundreds or thousands of miles away. Frankly, they don't care about localism. They just want our customers' money.

We fully support a fair exchange of value for carriage of local signals. But when broadcasters demand a "price" we need the ability to "shop" to get a "price" that fairly reflects the value of the signal. Please act on ACA's Petition as soon as you can.

Sincerely,

Cable, Inc.

 /s/
Eugene R. Edwards, President and General Manager, Nelsonville TV